

TIME VARIES IN BATTERY CHARGE

Old Batteries Require More Time For Charge Than New Ones.

"The battery man who really knows his business," says H. H. Hays, the local Willard service man, "will never set a definite time for returning a battery he has taken in charge."

"It is impossible to tell how long a recharging job will take. A battery that has been neglected and starved may take from three to seven days of steady charging before it is back in working condition again. It may need a long period of slow rate charging to bring the plates back again to a condition where even a normal rate of charge can be applied."

"On the other hand a battery that is just run down, that perhaps has been slowly drained by a dash light for instance, and brought in for charging as soon as it showed signs of weakness—such a battery can be brought up again to full strength by an overnight charge."

"An old battery takes longer to re-

"Buy Your Car Now" Week Set For August 12 to 19 By Dealers

El Paso dealers will cooperate in the national movement for "Buy Your Car Now" week and the Motor Trades association has set the dates for the week starting Sunday, August 12.

For that week, there will be a special effort made to give immediate deliveries to buyers and each dealer will, in effect, have a private auto show of his own of as many different models of the cars he handles as he can secure.

charge than a new one very frequently. A starved battery takes longer to re-charge than one that has the same specific gravity that has merely become run down through being stored and forgotten.

In short so many different elements enter into the charging of a battery, that it is impossible to tell what that length of time will be until the reading—1250—is actually secured.

The conscientious movement, then, makes no definite promise of delivery to the man who brings the battery for charging. He can't because he doesn't know how long it will take. If the car owner is wise he will not insist upon having his battery back at a certain time. Satisfactory charging cannot be done on that basis.

Oldsmobile
19th Year

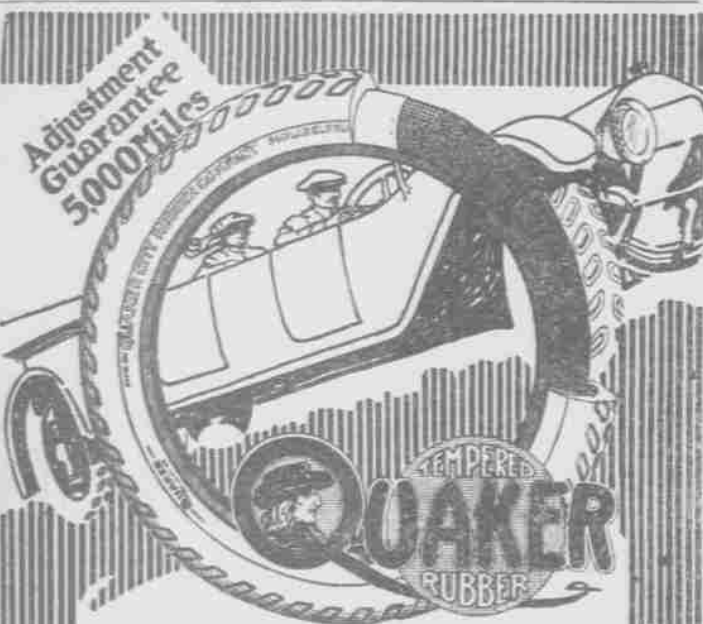
Light sixes now on hand

Superb finish, reserve power and economical to operate.

\$1290.00, L. O. B. El Paso.

E. H. FLETCHER

Montana and Stanton.



When You Tour

One of the fine things about automobilism is that you can go wherever you please. Most cars will take you anywhere you want to go; but will the tires you use?

Quaker Tires are super-tires—built to stand up to the grind of hilly roads or any other kind. You can begin a tour with confidence in your Quaker Tires and return safe and satisfied.

Tempered rubber offers wonderful resistance to cutting; it wears evenly and uniformly slowly; it will not crack, chip, nor pick out.

Try out one Quaker Tire now, and when you start your tour you will have Quakers on all four wheels.

DISTRIBUTORS
C. F. JOHNSON CO., Inc.
411 Mesa Ave.

Phone 2560 El Paso, Texas

BOSTON-AKRON FOR BIG TRUCK

Proves Practicability of Long Hauls By Big Motor Vehicles.

The unprecedented volume of freight which carriers have been suddenly called upon to transport, in some instances involving an excess of 20 percent over last year, has been the ill wind that blew the motor truck industry good. As we view the ever-increasing number of trucks engaged in inter-city trade we cannot help realizing that we are witnessing an early stage in the development of new transportation methods in this country.

There are, of course, many limiting factors and progress is of necessity slow and tedious. Of primary importance is the question of roads. If a conservative theory that there are few roads in the United States that are fully adequate to the needs of motor transportation of the future, the motor truck hauling in here to stay and these road conditions will gradually be improved to permit new transportation development.

If the present railroad freight congestion had developed five years ago, a business would have been hopeless. However, all this is changed today. The motor truck has developed side by side and relieved the railroad of the "short haul" field. It is really an ally of the railroad, doing its bit toward maintaining the equilibrium of the great transportation world.

But only in the "short haul" field have motor trucks up to this time, operated as "feeders" to the railroads. Yet the Goodyear Tire & Rubber company has, for motor time, provided the establishment of motor transportation lines not confined to short hauls of 25 to 35 miles, but covering routes of hundreds of miles. In fact, not only has the operation of lines maintaining regular schedules night and day, between cities, been visualized, but has actually been transformed into reality.

The Goodyear company has inaugurated this new era in the transportation world through the establishment of a line operating between its factory at Akron, O., and Boston, Mass., hauling three to its eastern branches, and returning laden with cotton fabric from the Goodyear cotton mills at Goodyear, Conn., a trip of 1500 miles.

Three round trips have already been made, the last of which was accomplished in seven and one-half days. The truck used on these pioneer trips is a five-ton Packard of standard motor and chassis fitted with a special body. Behind the driver's seat is a special sleeping compartment, the width of the truck cab, containing a bunk, used by the two truck drivers in relay. It might be supposed that sleeping on a motor truck would be somewhat difficult, but the cushioning qualities of the 35x7 front and 19x10 rear pneumatic cord tires, with which the wheels are fitted, renders the sleeping quarters quite comfortable.

The load-carrying portion of the truck is of steel body, covered with a large tarpaulin bearing a large sign reading "Akron-Boston Express." A 4x10 tire carried on the end axle serves both as spare and an exhibition tire.

The tires used are of the same construction as other Goodyear tires, except that they carry a larger number of plies of cord and much additional rubber. They carry a heavy load with no more damage to the road than that caused by an ordinary touring car. The tire is sufficiently large to cushion the load, absorbing all shocks and distributing the weight over a greatly increased section of it. With the use of these big tires, allowing transportation of heavy loads without damage to the road surface, the opposition to the operation of truck transportation lines, which has been aroused by the pounding and pulverizing action of noisy solid-tired heavy-duty trucks, on the foundations of the roads, will be withdrawn, for it is not the heaviness of the load that breaks up the road surface, but the jolting and pounding and intense vibration caused by lack of proper cushioning.

Henry Going After More Cadillacs For Southwestern Trade

C. P. Henry, head of the Cadillac Sales company, expects to leave for the Detroit factory of the Cadillac within the next two days to attend one of the most important conferences in the history of the Cadillac concern. Not only will the policy of the company for the coming year be outlined but the gathering will be addressed by Richard H. Collins, the new president of the Cadillac Motor company.

When the Leland, father and son, retired from the Cadillac and it was announced that R. H. Collins would be in charge of the destinies of the big concern, everyone wanted to know who he was. Mr. Collins, however, is no stranger in the automobile game and in one instance of what a huge thing, enterprising young man really is in the wonder industry of the country. Mr. Collins got his salesmanship training in the John Deere Plow company. He interested C. W. Townsend and was placed in charge of the Buick branch at Kansas City, where he was such a success that he was transferred to Flint as general sales manager of the Buick. He covered with the Buick, made him one of the "general unseen forces" of the auto industry and his appointment as head of the Cadillac followed.

Mr. Henry believes that there will be a majority of Cadillac this fall and that he is able to take care of all orders where the buyers give him an opportunity and time to get the cars from the factory.

AUTO KEEPS COUNTRY BOYS FOR THE FARM

"Have you noticed," asked John Tamm, general sales manager of the Mitchell Motors company, "that you no longer hear very much about the boys leaving the farm?"

"A few years ago every farmer with a son grown to manhood was at his wit's end to keep the boy on the farm. Young men could not be induced to remain in the country, and farm owners were constantly deploring the 'drip' of the city."

"That the automobile has been responsible for the change, there is not the slightest doubt. Many farmers in all sections of the country who own Mitchell have admitted to me that 'But while the country boy has a fondness for automobiles, he is in no sense a 'boy rider'. He is merely getting his automobile to the use common to 50 percent of the machines sold and using it in a practical, sensible way."

"Every day of the year the farmer finds good use for his car in his farm work. Should a fire to town, he can drive during the day, his automobile will not only transport him to the city and allow him to return to his work in but little time, but he does so without interfering with work on which horses are used. And every one knows that no farmer keeps a surplus of horses these days."

"Were I to enumerate the many uses a farmer finds for an automobile, it might surprise the city man in making his produce, placing him in a better position to assist his neighbors with their work, affording his family increased social advantages, permitting the family to come to the city in more frequent, and in many other ways, the farmer finds an automobile indispensable."

Wade Takes Charge Of Ajax Tire Sales For Shelton-Payne



J. W. WADE.

J. W. Wade is now in charge of the Ajax tire department of the Shelton-Payne Armory company and is already selling Ajax tires in the city.

Mr. Wade is no stranger to El Paso motorists, having been associated with the Kelsey tire agency for some months. He is an experienced tire man and his friends are congratulating him on his new appointment.

Miss Virginia Miller is acting as a railroad ticket agent at Goodyear, N. J., advising the advisability of comparing women as junior draughtsmen.

Some One Mentioned Villa and Griffin Hit the Trail Home

H. N. Griffin, one of the salesmen of the Lone Star Motor company, has a healthy respect for Pancho Villa and his army. Griffin went down to Chihuahua a few days ago to spend two weeks in the interest of his company but he came home a week ahead of schedule and E. G. Perry wanted to know why.

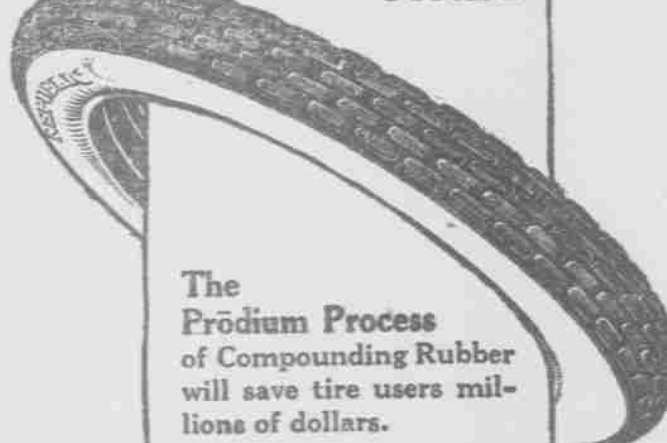
"Well, you see it was this way," said Griffin. "I sold two Dorrans and two C. M. F. trucks in the first two days I was there and I was paid for the cars in gold. I had to lug that gold around with me and it was some heavy and then someone said that a bunch of Villistas were heading to cut off the trains to and from Durango. I decided that Chihuahua was rather unhealthy for a man with two bags of gold. I had no fancy to be paymaster for the Villa army so I hit the trail home but I'm going back soon for Chihuahua is a fine market for motor cars and trucks, right now."

Hailey Now Opens Service Stations For The Overland

George Hailey, one of the best known automobile mechanics of the city, is now in charge of opening service stations for the Willy-Overland company in the north. George located some weeks ago to get some more experience at the factories before opening a new and larger garage in El Paso and he went to the big Overland factories as the place to get the best training. He had been in the plant only a short time before he was sent out for the service work.

The business of the Hailey Auto Repair company is now being carried on in his absence by the Warman-Bellied Auto Repair company, the El Paso boys having been associated with Hailey prior to his departure. The new company has opened a repair shop at 404 Texas street and they are prepared to give night and day service to all customers.

REPUBLIC TIRES



The Prödiom Process of Compounding Rubber will save tire users millions of dollars.

Republic Prödiom Process Tires last longer and wear down as evenly and smoothly as a piece of steel.

They are more responsive and yet so tough that they are practically immune to road cutting or chipping.

Today more than 100,000 sets have demonstrated the economic value of the Prödiom Process.

Republic Black-line Red Inner Tubes have a record for freedom from trouble.

The Republic Rubber Company Youngstown, Ohio

Border Motor Sales Co.

DISTRIBUTORS
Phone 1750 501 Montana St.



"THERE AIN'T NO SECH ANIMAL!" concluded the skeptic who saw a giraffe for the first time.

But there is a giraffe. And there are such good tires as

Miller
GEARED TO THE ROAD
TIRES

Motorists trying Millers for the first time are generally surprised at the unusually high mileage. Constant users take it as a matter of course. They know the natural vegetable wax and oil have been retained in the fabric

UNIVERSAL TIRE CO.
Phone 2181 404 Myrtle

THE MILLER RUBBER CO. AKRON, U.S.A.

Prices of Material

used in the construction of all cars are advancing steadily. While there has yet been no increase in the selling price of the

Ford

we are expecting one when the annual price announcement is made August 1st.

Buy Your Ford NOW And Save Some Money

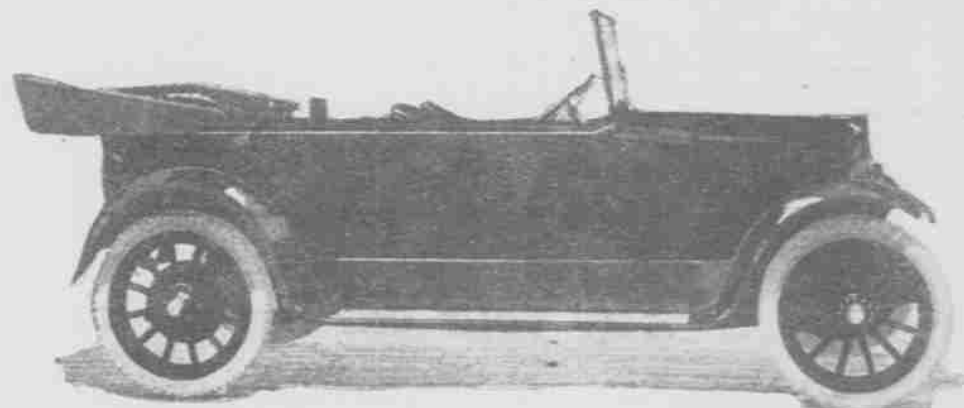
We are receiving shipments of Ford cars daily and can make a limited number of deliveries, so take our tip and place your order at the old price while you have a chance.



Announcing the Arrival

The Case Flexible Four

"A Car With a Reputation Second To None."



THE NEW CASE FOUR Brief Specifications

WHEEL BASE—120 inches.
MOTOR—3 5-8x4, L.V. Head, 40-45 B. H. P.
IGNITION—Coil and distributor.
STARTING—LIGHTING—Autolite.
CARBURETOR—Rayfield, with feed by gravity from cowl tank; dash adjustment.
CLUTCH—Cone with spring inserts—adjustable.
TRANSMISSION—Selective, three-speed forward and reverse—in unit with motor; Timken bearings, arranged for left-hand drive, center control.
AXLES—Rear, Salisbury 3-4 floating, with spiral bevel gears. Four Hyatt roller bearings.
PRINCE shaft provided with two Gurney ball bearings. Front, inverted Elliott type, I-beam, designed and built by Case, Timken bearings.
SPRINGS—Cantilever, attached to rear axle by means of ball-and-socket joints, which take all

side play, allowing springs to do only spring duty—an exclusive feature in Case construction. Front—semi-elliptic.
WHEELS—34x4, with Goodyear detachable, demountable rims.
BODY—Composite wood and steel, grain leather upholstery. Front seats divided, auxiliary seats fold into backs of front seats.
FINISH—Brewster green with ivory stripes.
EQUIPMENT—One-man top, with dust hood, and quickly adjustable side curtains, Stewart Speedometer, driven from front wheel.
WINDSHIELD—Slanting rain vision-ventilating.
TIRES—Goodyear, 34x4 Non-skid on rear.
Motor-driven horn.
Set of tools, tire repair kit, etc.
PRICE—\$1190.

"PRACTICE makes perfect" is indeed an adage that befits Case Workmanship. In the Case "Flexible Four" this great truth cannot be challenged successfully. Case has the men, the money, the plant, and the experience to achieve.

Experience is the best of teachers and there is no motor car on the market today that can boast of so many generations of successful manufacturing experience behind it as the 1917 Case. It is built by a Company founded 75 years ago and famous the world over for giving dollar for dollar value. Experience such as this cannot be bought. It is invaluable and gained only through years of painstaking endeavor.

The fruits of experience are praiseworthy accomplishments, such as the Case "Flexible Four," and priceless prestige, to which the Case Company is entitled.

The "Flexible Four" is more than a machine of steel and wood and other raw materials. It is the breed of experience, which in the automobile is the same as pure blood in a race horse. Case is proud of its development of high-grade products and their reception by the peoples of all nations.

For three-quarters of a century the Case name and the Case eagle have stood for experience and prestige. The Case "Flexible Four" has been built on that experience to perpetuate Case fame.

Twelve months hence, when the record of this car is written on metropolitan boulevard and rural highway, the Case "scutcheon," which is emblematic of quality and value, will be the same as it is today—without a blot.

Cars in Stock Ready for Delivery

BORDER MOTOR SALES COMPANY

Southwestern Distributors.

503 Montana Street.

PHONE 1750.

Ed Dugan, Manager.

READ HERALD WANT ADS